WRWW
11220 Bellflower Road
Cleveland, Ohio 44106

# '79 schedule enclosed...

1979

Dear Friend,

Whatever radio station you turn to, the sound you hear is the result of deliberate decisions that have been made on many levels of management, leaving little latitude for the individual announcer's own choices. Most stations strive for uniformity in programming so as not to turn away listeners or potential sponsors.

At WRUW, we subscribe to a different philosophy. Our aim is innovative programming, and to that end, we allow our staff to indulge in the kinds of programming that you probably won't be able to hear anywhere else in Cleveland. The result is a diversity of opinion and a wide variety of music, educational, public affairs and news shows. We have pride in our conviction that our programming should respond to the needs and interests of our listeners rather than those of commercial advertisers.

In order to continue to provide high quality radio, a series of important technical changes will be taking place at WRUW over the next several months. The Federal Communications Commission has authorized us to increase our power from 10 to 1000 Watts which will enable us to serve the entire metropolitan area. However, these changes will be very expensive and our budget covers only operating expenses. Since we cannot raise the money by selling air time for the use of commercial advertisers, we need help from you, our listeners, to achieve the goals which we are aiming for. If you enjoy innovative radio, we ask that you help support WRUW by sending in your tax deductible contribution to WRUW-FM, 11220 Bellflower Road, Cleveland Ohio, 44106. With you assistance, we will soon be on the air with 1000 Watts, bringing all of Cuyahoga County commercial-free radio with "no static at all."

David Baron
General Manager

Andrew Glassner
Promotions Director

# WRUW 91.1 FM

## program guide

(216)·368-2208

CLASSICAL | NEW WAVE | R&B | free-form | PUBLIC AFFAIRS | JAZZ | ROCK | avant-garde | science fiction | comedy | Country

7am Aardvark's Revenge pat draine MONDAY

### sun

2 am new wave
Spud Patrol
michigan mom

9 am classical
Classical Enterprise
Captain Kirk Davis

12 noon classical
Flute and Re Flute
tamah goodman

3 pm classical
Classical Reality
stephen cahn

6 pm avant garde/classical
Avant-Garde
pat draine

8:30 pm new wave
Residential Radio
danny grace

11 pm jazz
Sunday Jazz
bill holbrook

### mon

4 pm free form
Sustained Fusion
pete cibula

7 pm rythm & blues
Walkin' Dr. Bill's R & B Survey
bill anderson

10 pm public affairs
Arts

11 pm jazz
Blacknuss In Jazz
charles martin

### tue

4 pm jazz
Frozen Pizzas at 33 1/3
perry beider

7 pm rock
The Renar Le May Show
renar le may

10 pm public affairs
Human Affairs

11 pm jazz
Sound Gallery
wade tolleson

### wed

4 pm rock
The Al Michaels Show
al michaels

7 pm jazz
Jazz or Something Like It
steve petrie

10 pm Reel Live Jazz concert recordings

11 pm jazz
Sustained Fusion
pete cibula

### thur

4 pm rock
Hotcakes
bob burns

5:30 The Greg Holtz Show
greg holtz

7 pm country
Roll Away The Dew
dave newman

10 pm This Is Blue Grass

11 pm jazz
Jazz Celebration
tom kirchmer

### fri

2 pm free form
The Greg Petroff Show
greg petroff

5 pm comedy
Jollity Farm
andrew glassner

5:30 Freewaves
feature news

7 pm rythm & blues
Sounds of the City
derek van pelt

10 pm jazz
Down by the Cuyahoga
jim szabo

### sat

2 am
Returning Soon, New WaveNew Wave

5:30 am
Politics

6:30 am free form
Diversified Inc.
wade tolleson

10 am, Rainbow Radio

11 am country
Roll Away The Dew
mark wolfire

1:30 pm rock
Heart of the City
george flax

4 pm rock
The Dave Wright Show
dave wright

7pm Those Oldies But Goodies
stan skebe

8 pm rock
D.O.P.E.
lars harper

11 pm rock
The Beat
chris crawford

# WRUW 91.1 FM

**11220 BELLFLOWER ROAD**
**CLEVELAND, OHIO 44106**

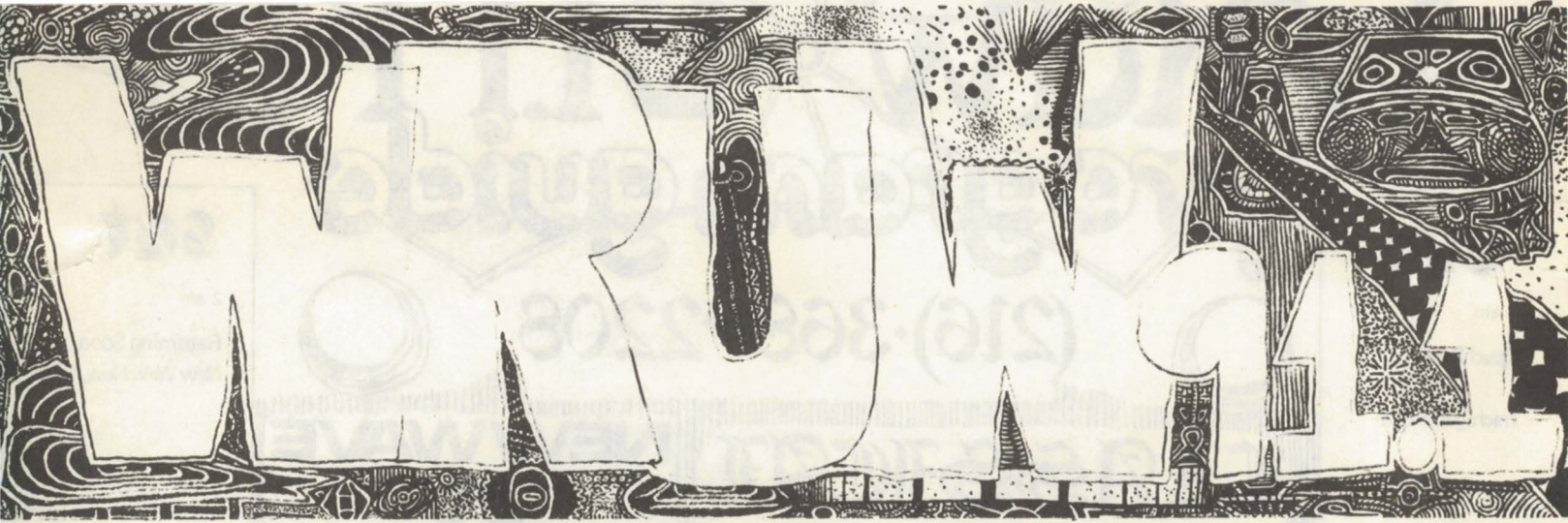
I want to bring 1000 Watts of innovative programming to Cuyahoga County.

→ enclosed is my ~~tax-deductable~~ donation for $_____

**name** _____

**address** _____

**city** _____ **state** _____ **zip** _____


WRUNCH